

# Marketing Check List

Take a look at this list, **Print it Out**, and check off everything you know how to do, and continue to check things off as you learn more and more from the program. These are the major points we've been discussing and are going to discuss as we progress through the course. Get those pens out and have some fun!

- How to take photos
  - How your lighting should be
  - Distance from your canvas
  - Location of your camera square
  - Using a tripod or on a steady surface
- How to edit photos
  - Cropped
  - Saturation
  - Brightness/contrast
  - Rotated square
  - No glare
  - Clear and not blurry
- How to make business cards
  - Name, address, phone number, email, website
  - Best photo of your best painting
  - Everything readable- No hard to read fonts
  - Don't take too much away from your painting
- How to make post cards
  - Nice photos of your paintings on there
  - Contact information
  - Call to action- (what to do next/expect)
  - Not too busy
  - Keep your paintings the main stars

## ***ONLINE PRESENCE***

- How to make a blog
  - How to make a post
  - How to add photos to your post
  - How to use tags
  - How to add links to the blog
  - How to get paid
  - How to get people to come to your blog
  - How to get inventory of resources from a blog

- How to make a facebook business page
  - How to add photos of your paintings
  - How to link your website/blog/other sites
  - How to add an email subscription box
  - How to get followers/likes
  - How to get inventory of resources from facebook
- How to make a pinterest account
  - How to pin photos
  - How to like pins
  - How to link your pins to your website/blog/facebook/youtube
  - How to get repined
  - How to get inventory of resources from Pinterest
- How to make a YouTube Channel
  - How to edit the background
  - How to add links
  - How to add bio
  - How to get people to watch your videos
  - How to get inventory of resources from YouTube
- How to make a video for your YouTube channel
  - How to edit a video
  - How to set up your camera/video camera/video cell phone/ipad
  - How to set up lighting for your video
  - How to have good audio in your video
- How to make a website
  - How to get someone to do it for you
  - Programs to build your own site
  - What should go on a website
  - What shouldn't go on a website
  - How to get people to come to your website
  - How to get paid from it
  - How to get inventory of resources from your website
- How to use your inventory of resources to sell your paintings to
  - Email newsletters
  - What to say in your email newsletters
  - What not to say in your email newsletters
  - Fire sale
  - Special sales/holiday's/birthday/clean-out, etc.
  - Interior designers
  - Monthly small painting giveaways

## **OFFLINE MARKETING**

- How to price your art work
  - Know how to use your excel handout provided in module #2
- Postcards
  - Who to send them to
  - When to send them
  - What to say in them
  - Where to get them printed
- Portfolio
  - How to create
  - What to include
  - What not to include
  - What to do with it
  - Who to show it to
  - Bio statement
    - What to say
    - What not to say
- Studio/Local Promotions
  - How to have one
  - Who to notify
  - How to notify people
- Doctors offices/Coffee Shops
  - How to approach doctors/coffee shop owners
  - How to price your work/work out a deal with doctor/coffee shop owner
  - Notifying people about your work being there
  - What to put up in those places
- Group Shows
  - How to do this
  - How to price your work
  - When to do it
  - Who to do it with
- Commissions
  - How to get one
  - How to get paid
  - Keeping your role as the authority
- Tent shows
  - How to find them
  - What to sell there
  - What to say throughout the day

- How to get paid
  - What to bring
  - What not to bring
- Jurried Shows
  - How to find one
  - How to get into one
  - What to do when you get into one
- Gala Shows
  - How to find one
  - How to get into one
  - What to do
  - What to do when you get into one
- Networking
  - Events to go to
  - Bringing your business cards
  - Local/ non-local events
  - How to get contacts/resources
- Framers
  - Approaching framers
  - What to say
  - How to work out the deal
  - Keeping checks on the shop
- How to approach a gallery in person
  - What to say
  - What not to say
  - What to bring
  - What not to bring
- How to approach a gallery out of town
  - What to send
  - What to say
  - What not to say
- How to harness your offline inventory of resources
  - Postcards/Newsletters
    - Sales
      - What to say/show
    - Shows
      - What to say/show
    - New paintings
      - What to say
  - Get recommendations from networking to galleries/art collectors
  - Do a group show with your new network

- Have doctors' offices/coffee shops/art collectors mention your artwork or post a bio about you and your art work in those areas with links to website/contact info
- Send personal thank you notes out to art buyers with rewards programs
  - They refer a friend, get a free 8x10
  - Brainstorm other fun things you can give away that don't cost that much to you and you think your art collectors would love to have for referring friends...